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1906?

The Rose for the Millions.

THE NEW ROSE **BABY RAMBLER**

(OR THE EVERBLOOMING DWARF CRIMSON RAMBLER.)

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U.S. Department of Agriculture

The Greatest of
Forcing
Roses.



A Fine
Bedding Rose
as it is
Always in
Bloom.

Hardy
Healthy
Handsome
Charming
Color
Perfect
Habit
Perpetual
Flowering
Large
Clusters

Under Glass
Blooms Every Day
in the Year.

Successive
Blooms
every day
from June
until
late frosts
when grown in
hot houses.

Brown Bros.

ALWAYS IN BLOOM

THE MOST WONDERFUL ROSE EVER GROWN. A MASS OF BLOOM THE YEAR ROUND

FACTS OF INTEREST.

SEVERAL YEARS AGO, in late Summer, our Mr. Chas. J. Brown, the President of the Company, while walking through the nurseries of Levavasseur & Sons at Orleans, France, was amazed to see a dwarf rose covered with clusters of roses, similar to those of the climbing and popular Crimson Rambler. At this time other roses were through flowering, so that this rose was markedly conspicuous. The little bush was fairly borne down by its tremendous covering of rich crimson roses, and was the most conspicuous as well as attractive object in this great French nursery. Upon expressing his surprise and pleasure, he was informed that it was a new creation in the Rose Kingdom, having originated with Levavasseur & Sons, and that it was a cross between the Crimson Rambler and the Glorie Polyantha Rose, possessing the habit of growth and the free blooming quality of the Polyantha Rose and color and form of the Crimson Rambler.



WE GUARANTEE THIS ROSE TO BE IN BLOOM EVERY DAY OUTDOORS UNTIL FROSTS, AND IF GROWN UNDER GLASS TO BE IN BLOOM EVERY DAY IN THE YEAR.

Levavasseur & Son stated they considered it the greatest creation in the rose world of the past decade, and that they were selling the right to control its sale exclusively in different countries. Our president was fortunate enough to secure from the originators the exclusive right to handle it in America. We append herewith a copy of the agreement:

ORLEANS, FRANCE, the 28th July, 1902.

Between the undersigned has been made the following contract:—Levavasseur & Sons by this contract sell to Messrs. Brown Bros. of Rochester, United States, a new rose perpetual named Mme. Norbert Levavasseur or Polyantha Coccinea Purpurea. The said Levavasseur & Sons guarantee the Rose to be completely continuous blooming and, in accordance, the said buyers by Mr. Brown has himself seen and appreciated the rose in our nurseries. The sellers, Levavasseur & Sons, take the engagement not to sell or offer for sale the above named variety of Rose in the United States of America, until the Autumn of 1905, this leaving the entire sale to the buyers, Messrs. Brown Bros. Messrs. Brown Bros. will have the privilege to order more for delivery in Autumn of 1905 and in that case Levavasseur & Sons agree not to sell others in America until the Autumn of 1906. Messrs. Brown Bros. have the privilege of renaming it but are to say it has been raised by us.

Read and signed by the parties.

LEVAVASSEUR & SONS.
BROWN BROTHERS CO.
CHAS. J. BROWN. PRES.

LEVAVASSEUR & SONS' CATALOGUE for season 1903-1904 says:—"For order please apply to Messrs. Brown Brothers, Continental Nurseries, Rochester, N. Y., to whom we have sold the monopoly."

It is seen, therefore, that we control exclusively the original stock of this grand novelty, and we offer it to our trade with the assurance that it surpasses in quality and beauty any Rose heretofore introduced. We bespeak for it through the hearty co-operation of our agents and rose lovers everywhere, such a sale as its merits deserve. In every phase that tends to make a rose valuable—in vigor and hardiness of plant, freedom from disease and insects, profuse flowering quality, covering a greater period than any other rose, and exquisite coloring of flowers—it has no rival, while its long flowering season, from early Summer until late frosts outdoors, and daily the year round under glass, makes it doubly desirable. Two years ago we set out a number of these Roses in our nurseries. The Winter of 1903-1904 was the most severe one we have had in many years. In the Spring these Roses, that had no protection whatever during the Winter, were alive right out to the tips of their branches. This record shows conclusively the hardiness of this grand new Rose. We predict that it will become the most popular and highly prized Rose from Atlantic to Pacific and North and South. The Baby Rambler is sold in Europe under the name of Mme. Norbert Levavasseur and Polyantha Coccinea Purpurea, and has been catalogued by us as Crimson Beauty.

BROWN BROTHERS COMPANY

CONTINENTAL NURSERIES.

ROCHESTER, N. Y.

THE NEW ROSE **Baby Rambler**

(The Everblooming Dwarf Crimson Rambler.)

Levasseur & Sons, Orleans, France, the Originators, Say:—

"This great novelty originated in our nurseries, and is a crossing of Crimson Rambler and Glorie des Polyanthus. It preserves the prolific flowering quality of the latter, but with the color of the Crimson Rambler (clear brilliant ruby rose.) It then can be called perpetual dwarf Crimson Rambler. The bush is very vigorous, absolutely hardy. Reaches the height of 24 to 30 inches.

The foliage is of a fine polished dark green, and is never attacked by insects or fungus. It blooms in clusters and is very continuous blooming. The time of blooming of the first umbel is not ended when the adjacent branches are ready to open with a considerable number of flowers, so that the period of blooming is not interrupted until the first hard frost, that is in November. We have counted as many as 120 flowers on a single panicle.

This Rose will be very popular on account of the formation of the clumps, being covered with flowers the whole summer and will be especially valuable for culture in pots. Having long studied this plant it is with confidence that we recommend it to our trade, for all those who wish to try it will have full and entire satisfaction with it.

The Rose has obtained the following five prizes: At Paris, in May, Grand Silver Medal; in November, Certificate of Merit of First Class by the National Horticultural Society of France; at London, in April, Certificate of Merit of First Class by the Royal Horticultural Society of London; at London, in June, Certificate of Merit of First Class by National Rose Society of England; at Orleans, in August, judged and rated by the Horticultural Society Orleans and of Loriet, Gold Medal, Highest Prize, with the commendations of the jury."

Of the thousands of unsolicited testimonials we pick out the following, because from one of the largest and most successful rose men of the country:

"PENFIELD, N. Y., June 1, 1905.

"We have found the Baby Rambler a strong, vigorous, compact grower, of dwarf habit. The foliage is remarkably free from mildew or the ravages of insect pests. It is a true perpetual bloomer, and for planting in solid beds or for edging it is unequalled. It has only to be known to be appreciated."

GEORGE BROS.

PROOF OF LATE BLOOMING.

COUNTY OF MONROE, }
STATE OF NEW YORK, } S. S.

CHARLES R. WEBSTER, being duly sworn deposes and says: That he resides in the City of Rochester, State of New York; that he is a member of the firm of Webster & Albee, Landscape Photographers, etc.; that on October 13, 1903, he photographed the rose shown on the back cover of this booklet, and that the same is an actual reproduction of his photograph of said rose; that he has had many years experience in photographing fruits and flowers, and in his opinion said rose possesses all the merits claimed for it; that he photographed said rose in a row in the nurseries of Brown Brothers Company, at Brighton, New York, a suburb of Rochester, and that he did then see many other plants of this rose equally as covered with bloom as the specimen photographed.

Subscribed and sworn to before me this 28th
day of September, 1904.



Notary Public.

WHERE VALUABLE.

*As specimen plant in lawn or garden.
In clumps in corners.
For edging driveways or bordering walks.
Where low hedging of roses is wanted.
In house for pot culture.*

*For bedding Purposes it takes the place of soft plants.
For florists for forcing for bloom at Christmas or Easter or any day of the year.
Everywhere, parks, cemeteries, etc.*

PRICE.

Because of limited stock, we cannot offer this rose for less than \$2.00 each; 3 for \$5; 6 for \$10; 12 for \$20. It is the greatest selling rose we ever handled, and we urge our agents to call it to the attention of every rose lover in their section. It is a novelty, the only rose of its kind now known. It is entirely different from any rose, and hence will be in great demand. It blooms when in small pots, and is practically never out of bloom for the balance of the season. It is in fact the only true perpetual blooming rose in existence.

Its hardiness and adaptability to different climates insures entire satisfaction. We cannot supply it at any less price in quantity. Agents should impress customers that to get the true Baby Rambler they should buy it from us, as our stock is pure, and came from the originators, from whom we purchased the control of this rose in the United States. As the introducers of this grand rose we are able to guarantee absolutely our plants, while we fear many offering it will find it difficult to furnish it. We refer to this as we do not wish people to judge the merits of the Baby Rambler from plants purchased elsewhere. Make this a strong point in selling this rose, and tell your patrons that they should buy from the "fountain head" (that's us) of this rose in the United States, and thereby get the true everblooming Baby Rambler.

BROWN BROTHERS COMPANY

CONTINENTAL NURSERIES.

ROCHESTER, N. Y.

Read! Read! Read! Read!

**ONCE MORE THE
BABY RAMBLER**



While the Stock Lasts

An Attractive Proposition
"HEADS, YOU WIN; TAILS, WE LOSE"

Rochester, N. Y., April 3, 1906.

TO THE TRADE:—

To induce the wide-spread planting of this most meritorious rose of many a decade, we hereby offer to supply 2 $\frac{1}{4}$ -inch pot plants of the Baby Rambler in lots of 100 to 200 at \$7.00 per 100; in lots of 200 or more at \$65.00 per 1000, packed F. O. B. here. These plants are exceptionally well grown, thrifty, pots full of roots. Known parties payment, June 1st 1906; unknown parties, *cash* with order, less discount of 5 per cent. That all may feel sure that they are going to make something by planting this rose, we further agree to take back next Fall in plants as they run on the average one-half the number sent for cellar storage, Spring use, June 1st, 1907, payment at the rate of \$13.00 per 100. In other words, one year from the time of payment you will have one-half the plants for your trouble. We make this unusual proposition, first, because we are the proud INTRODUCERS into AMERICA of this variety under a contract from the originators, Messrs. Levavasseur & Sons of Orleans, France, (see their various catalogues for particulars) and we wish, therefore, as quickly as possible to spread its name and fame into every corner of the United

States; second, we wish to find out who can grow the biggest and best plants in a given time, and therefore shall require under this proposal that all who accept shall agree to send us in the Fall of 1906 at least 100 plants, where amounts purchased are 200 or more, and at least one-half the number purchased where the amount is less, in order that we may judge of the merits of the roses produced in the various sections. When these roses are all in, competent disinterested judges will examine them carefully and award a prize of \$100.00 cash to the firm or individual whose stock is deemed to be the best submitted. Parties purchasing over 200 plants may determine up to December 1st next as to whether they care to sell back more than 100 plants. If, as we expect, their trade will demand all the plants except the aforesaid 100, it is optional with them as to whether they keep them or return them to us at the above price, \$13.00 per 100. If sent to us they are to travel at our expense, but are to be boxed free.

There is nothing you can plant in a rich and conspicuous locality, in your home grounds which will attract as much attention and do you as much good as a liberal block of BABY RAMBLERS well cultivated. These small roses will bloom continuously throughout the first Summer and make good saleable plants in the Fall.

Make your order a good liberal one and DO IT TO-DAY. Plant about ten times as many as you think you ought to plant and you

will be sorry you did not plant ten times more. This is certainly a very liberal proposition and we therefore trust that you will take prompt action. In placing order please refer to our proposition of April 3rd, in order that we may book same under the proper heading on our records, and also state date you desire shipment.

This rose is absolutely hardy, BLOOMS AND SELLS EVERY DAY IN THE YEAR, and is, therefore, what the millions have been long looking for in vain until now. Three cheers for the Frenchmen who originated it! It is going to give a new impetus to all rose growing. We expect to plant in the field this Spring 200,000 or more of this variety and are propagating it by the million. This shows what we think of it after a longer and more close acquaintance with it than anybody else in America.

Awaiting your prompt commands,

Faithfully yours,

BROWN BROTHERS COMPANY.



READ!	READ!	READ!	READ!
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“Always in Bloom.”

The World's Greatest Rose **Baby Rambler**

(with the world-famous Dwarf-Crimson Rambler.)

IT IS THE
CRIMSON RAMBLER
IN DWARF FORM

THINK OF ROSES EVERY DAY FROM
JUNE UNTIL LATE FROSTS
OUT DOORS OR DAILY THE ENTIRE YEAR
UNDER GLASS

IT IS THE GREATEST OF
FORCING ROSES.



ALWAYS
IN
BLOOM

VERY VIGOROUS
AND HARDY

IS INSECT
AND DISEASE
PROOF

SUCCEEDS WELL
NORTH AND
SOUTH.

ROCHESTER LITHO CO
ROCHESTER N.Y.

A LITTLE PLANT SET OUT IN OUR NURSERIES IN SPRING 1903, AND
PHOTOGRAPHED OCTOBER 13, 1903.
THIS SHOWS THE WONDERFUL VIGOR AND BLOOMING QUALITIES OF THE BABY RAMBLER.